

# IN PROGRESS

*A Quarterly Review of Economic Development Activity in Placer County*

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County of Placer**

## In This Issue

*South Placer  
Business Walk  
Focused on  
Economic  
Development*

*Forum Looks at  
Manufacturing in  
Placer County*

*Film Review, pg2*

*South Placer  
Business Walk  
Continued, pg2*

*Forum Continued,  
pg3*

*Sierra College  
Center for Applied  
Technologies  
Workshops, pg3*

*Calendar, pg4*

*USDA Hosting  
Public Forums on  
Jobs, Economic  
Growth, pg5*

*Green Business  
Program Premier  
in Placer County,  
pg5*

*Forum Continued,  
pg6*

## South Placer Business Walk Focused on Economic Development

Billed as the largest Business Walk in California, nearly 300 volunteers, along with representatives of local chambers of commerce and public agencies, swarmed out across 105 commercial corridors last September to ask three simple questions: How's business, what do you like about doing business here, and what improvements are needed in the area? The answers – from about 1,300 business people – were for the most part positive. Eighty-six percent said business was either steady or fair; 55 percent said business is either good or great. The Sacramento Metro Chamber coordinates and collaborates with strategic partners on Annual Business walks regionwide.



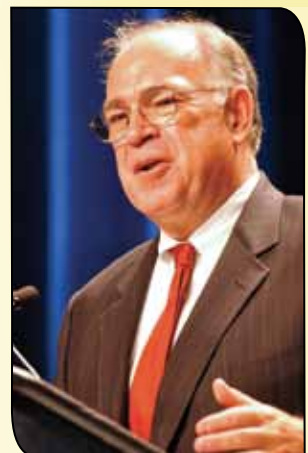
About doing business in the area, business people most often cited positively their location, their community, and their clientele. What would improve business in South Placer, they felt, is a general improvement in the economy; and improvements in signage, parking, and more business traffic. Of the rest, most cited challenges associated with the current regulations, permits, and lease rates; and also the need for more events and marketing. Overall, a very small number of businesses reported a negative view to South Placer as a whole. Indeed, no matter the locale – Granite Bay, Rocklin, Roseville, Lincoln,

*continued on pg 2*

## Forum Looks at Manufacturing in Placer County

How to nurture and grow manufacturing in Placer County took the spotlight during an all-day forum in October. Among the conclusions: Fewer regulations and less taxation, more innovation and reinvention. And a county focus on attracting smaller manufacturers and looking at reconstituting the manufacturers' association.

The first-ever manufacturers' forum, sponsored by the Placer County Economic Development Board, brought local manufacturers together with local officials and



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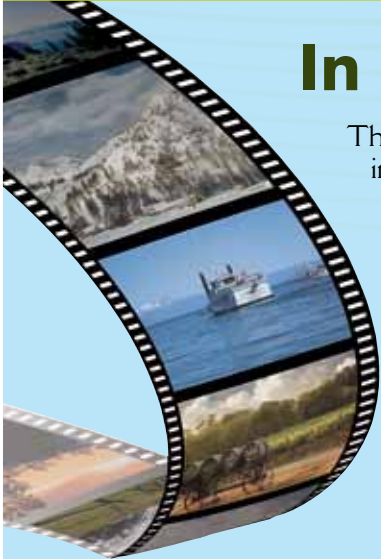


# Film Review



PLACER LAKE TAHOE  
FILM OFFICE

## In the Works



The inaugural Content Creation and Distribution Expo debuts Sept. 16th & 17th. Situated in the historic town of Loomis this two day forum will bring together prominent global, regional, and Placer County companies which are pushing the envelope in manufacturing, creation and distribution of content in industries such as 3D and live streaming, music industry, digital gaming, filmmaking, media visualization, software and hardware. Still in the planning stages the CCD Expo positions itself as a bridge between traditional industries and innovative, alternative modes of media creation and distribution. For more information please check out [www.ccdexpo.com](http://www.ccdexpo.com) or contact Beverly Lewis at (530) 906.3350 or [blewis@placer.ca.gov](mailto:blewis@placer.ca.gov).

*Beverly Lewis, Director, Placer-Lake Tahoe Film Office*  
[www.placer.ca.gov/films](http://www.placer.ca.gov/films)

## South Placer Business Walk Focused on Economic Development

*continued from pg 1*

or the Sunset Industrial Area – business people reported being happy with their locations and with living near their workplaces, and are pleased by the friendliness and loyalty of their customers.

Taking notes on all the interviews were members of nearly 100 teams of two and three people representing, said county economic development director Dave Snyder, “an unprecedented partnership and collaboration on a grand scale.” That grand scale included representatives from the Granite Bay area, City of Rocklin, Rocklin Area Chamber of Commerce, City of Lincoln, Lincoln Chamber of Commerce, City of Roseville, Roseville Chamber of Commerce, Placer County, and the Sacramento Metro Chamber.

The Business Walks are part of a regional “best practices” strategy for business retention and expansion. Since 2007, this international award-

winning strategy – called Metro Pulse – has logged face-to-face contacts with more than 5,000 businesses. The Metro Pulse partnership is made up of 16 economic development agencies and partners in the six-county region. In 2009, the Metro Chamber assisted its partners on five Business Walks, and the 2010 schedule successfully accomplished ten such walks. An even dozen are planned for 2011.

The walk was graciously hosted by William Jessup University in the morning and Thunder Valley Casino Resort in the afternoon. At the afternoon wrap-up session – when all 283 participants regrouped to go over their findings – Snyder reported that “although in most cases, business was down to varying degrees, to a business they all said they were positive and upbeat about the future.”





## Forum Looks at Manufacturing in Placer County

*continued from pg 1*

experts – about 125 participants in all – at Renesas Electronics America in Roseville “to open the lines of communication between our manufacturers and elected and appointed leadership,” said county executive officer Thomas M. Miller in his opening remarks.

Keynote speaker Jack Stewart, president of the California Manufacturers and Technology Association, spoke on why “Manufacturing Matters More than Ever.” Stewart noted that California has lost 34 percent of its industrial base since 2001 and more than 600,000 manufacturing jobs. Some of this is due to gains in productivity and output, he said. California’s negative image, high taxes, and onerous regulatory costs have contributed to the decline. As a share of Gross State Product, manufacturing has declined 9.8 percent compared with 6.1 percent nationally. Conversely, Texas has increased 23.8 percent. Stewart stressed that new regulations and costs are making matters worse. He called for adopting manufacturing/jobs targets, identifying and reforming barriers to manufacturing job growth, requiring independent economic analysis, and an end to the “factory tax.”

Other distinguished speakers included Robert Padilla, assistant deputy director, Small Business Procurement, Governor’s Office of Economic Development; Ryan Sharp, director of the Center for Strategic Economic Research in Sacramento; Jes Vargas, a consultant to Sierra College’s Center for Applied Competitive Technologies; Brian McMahon, executive director of the California Employment Training Panel; and Placer County District Two Supervisor Robert M. Weygandt.



*continued on pg 6*

## Sierra College Center for Applied Technologies Workshop

Federal Technology Center Class, supported by CACT and Placer County.

**March 18: Marketing to Government.** This introductory class describes how to

- Decide if the government marketplace is the right customer for your company
- Understand the government customer
- Evaluate the government market
- Evaluate your capabilities
- Apply four key marketing principles to government sales
- Make contact

The class is free. Register online at [www.TheFTC.org](http://www.TheFTC.org) or call (916) 334-9388. Class held at Sierra College, Roseville Gateway Campus, 333 Sunrise Blvd., Rm. 607, Roseville, CA.

### **April 5 - 6: Value Stream Mapping (VSM).**

See the step-by-step development of current and future state value stream maps and how they can be used with improvement initiatives.

For information about CACT’s Roseville Lean Workshops, email [training@sierracollege.edu](mailto:training@sierracollege.edu) or call (916) 660-7801. Cost: \$50 per workshop. Classes held at Roseville Gateway campus, 333 Sunrise Ave. Instructor is Jes Vargas, DPMG Corp and CACT Consultant.

SIERRA COLLEGE

# Calendar of Events

This calendar is a small sampling of the many events taking place throughout Placer County. Check with our office or a local newspaper for additional listings. We make every effort to insure that information is correct, but last-minute changes can occur. PLEASE CALL AHEAD TO VERIFY TIMES, DATES, AND LOCATIONS. To receive our next quarterly Calendar of Events, please send a self-addressed stamped envelope to California Welcome Center, 13411 Lincoln Way, Auburn, CA 95603

## Foothills Farmers Markets

At 16 locations around the county. For addresses and times, call (530) 823-6183 or visit [www.foothillfarmersmarket.com](http://www.foothillfarmersmarket.com).

## March

- **March 4 - 13: 30th Anniversary SnowFest!**  
Family fun in North Lake Tahoe includes on-mountain competitions, parties, live music, parades, contests, the "Great Ski Race," dog pull, special dinners and nights out at local restaurants, and more. For details, call (530) 583-7167 or visit [www.tahoesnowfestival.com](http://www.tahoesnowfestival.com).
- **March 1 - April 2: Masterpiece Medley:**  
Juried Membership Show. Cash awards. At the Blue Line Gallery, Roseville. For details, call Roseville Arts at (916) 783-4117.
- **March 12 & 13: Foresthill Sled Dog Winter Classic.** Qualifying sled dog races for the Alaskan Iditarod Race; a variety of teams on groomed trails. For details, call the Foresthill Chamber of Commerce at (916) 599-0141.
- **March 13: Auburn Symphony presents "Russian Triumph,"** featuring Shostakovich's Symphony No. 5 and works by Debussy and Listz with soloist Richard Cionco. Mondavi Center at UC Davis. For details and tickets, call (530) 823-6683.

## April

- **April 9 & 10: Patterns in Time, Foothill Quilters Guild's 29th Annual Show.** More than 300 quilts on display, plus a fashion show with wearable and vintage clothing, demonstrations, vendor booths, country store. 10 a.m. - 5 p.m. Gold Country Fairgrounds, Auburn. For details, call (530) 613-4251.
- **April 14 - May 14: 4th Annual Outside the Box Show.** Artists are issued a box and invited to create a masterpiece. Silent auction of works April 14, 6 - 9 p.m. A fundraiser for PlacerArts at The Arts Building, Auburn. For details, call (530) 885-5670.
- **April 30 - May 29: Lincoln's Annual Feats of Clay XXII,** an international clay exhibit of world-class contemporary ceramic art, displayed in the historic Gladding McBean terra cotta factory in Lincoln. Teams of Clay competition April 15. Gala Opening Celebration April 30. Tours May 4 - 29. For details, call Lincoln Arts at (916) 645-9713.

## May

- **April 30 & May 1: Placer Ballet Theatre's "Coppelia,"** ballet's greatest comedy, a story of mistaken identity and a beautiful mechanical doll. At Placer High School Theatre, Auburn. For details and tickets, call (916) 630-7820 or visit [www.placertheatreballet.com](http://www.placertheatreballet.com).
- **May 5: Cinco de Mayo Festivities in the Gold Country,** The annual celebration held in May includes craft and food vendors, dancing horses, the Folkloric Dancers, raffle prizes and a street dance. For more information about Cinco de Mayo Festivities please call (530) 823-3836 or visit their website at [www.oldtownauburnca.com](http://www.oldtownauburnca.com).
- **May 7 & 8: Roseville Strawberry Festival,** a celebration of the local strawberry harvest, plus classic car show, live entertainment, kids' zone, strawberry treats galore. Sat. 10 a.m. - 6 p.m.; Sun. 11 a.m. - 4 p.m. At Placer County Fairgrounds, Roseville. For details call (916) 781-7066.
- **May 15: Spring Street Antiques Fair,** In the spring on the 3rd Sunday in May, the Spring Street Antiques Fair is host to over 200 vendors selling antiques and collectibles. For information about this fair, please call (530) 823-3836 or visit their website at [www.oldtownauburnca.com](http://www.oldtownauburnca.com).

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# USDA Hosting Public Forums on Jobs, Economic Growth

A county-wide public forum discussing economic development issues was held on Thursday, March 10, 2011, at the Rose Room in Auburn's City Hall. The USDA Rural Development presented the forum in partnership with the Placer County Office of Economic Development. The forum focused on activities and initiatives that resulted from USDA Rural Development's "Jobs, Economic Development and Sustainable Communities" report (available online at [www.rurdev.usda.gov/ca](http://www.rurdev.usda.gov/ca)). This report was compiled based on input from community leaders, citizens, business owners, and organizations from throughout rural California.

"These forums provide an opportunity for residents, business owners, and community leaders across the state to share ideas on creating jobs and economic opportunities," said Dr. Glenda Humiston, USDA Rural Development State Director. "Government can help lay the groundwork for economic growth, but the best ideas for continued growth and job creation often come from local and community leaders. I look forward to hearing these ideas."

The forum agenda included:

- A report on accomplishments toward recommendations in the report
- Issues and/or recommendations that need to be added/changed/prioritized
- Soliciting individuals and/or groups to champion action items in the report

Similar forums will be held in each of the state's 58 counties. All locations are listed at [www.rurdev.usda.gov/ca](http://www.rurdev.usda.gov/ca).

USDA Rural Development administers and manages more than 40 housing, business, and community infrastructure and facility programs as laid out by Congress through a network of 6,100 employees located in 500 national, state and local offices. These programs are designed to improve the economic stability of rural communities, businesses, residents, farmers and ranchers, and improve the quality of life in rural America. Rural Development has a portfolio of more than \$125 billion in loans and loan guarantees.



# Green Business Program Premieres in Placer County

Business in the county can now certify "green" improvements and business practices. A new program covers certification in energy and water efficiency, solid waste recycling and reduction, transportation, and air and water pollution prevention. With certifications, businesses can reduce operating costs, by lowering utility bills, and demonstrate their commitment to operating sustainably.

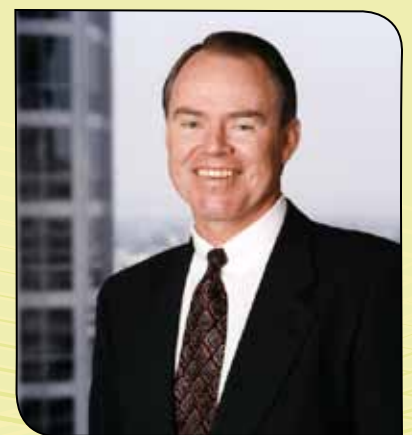
The program results from a partnership between the City of Roseville, other local governments and chambers of commerce, private businesses, and the Business Environmental Resource Center's Sacramento Area Sustainable Business Program.

"This program is designed to help businesses make changes that are good for the environment and the bottom line," said Derrick Whitehead, director of Environmental Utilities of the City of Roseville.

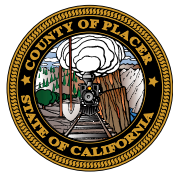
Sponsorships are available for the Green Business Program at three levels: \$500, \$1,000, and \$2,500. Sponsorships help make the program available to area businesses. For details, call (916) 774-5513 or email Sean Bigley at [sbigley@roseville.ca.us](mailto:sbigley@roseville.ca.us).

To participate in the Placer Green Business Program, business owners may contact the Business Environmental Resource Center at (916) 874-2100 or [SSB@sacberc.org](mailto:SSB@sacberc.org), or visit [www.PlacerGreen.org](http://www.PlacerGreen.org).

***This Issue of In Progress is dedicated to Lee K. Harrington, longtime President, CEO of the Los Angeles Economic Development Corporation.***



***Lee died surfing off the coast of Santa Barbara February 4, 2011 near his Hollister Ranch home. He'll be missed by family and friends.***



## IN PROGRESS

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## Forum Looks at Manufacturing in Placer County

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A key part of the program was an interactive panel discussion with local manufacturers. Tom Cunningham of Pasco Scientific, Robb Moore of ioSafe, Dave Baker of RobbJack, and Nick Bruno of Harris & Bruno International gave their views on why manufacturing is on the decline in Placer County, obstacles to growth, what the government can do to assist, and opportunities for manufacturing in the county. One suggestion was eliminating the state sales and use tax on manufacturing machinery and equipment. There was agreement that the county is not in a position to attract the next Hewlett-Packard or Intel, so it should look at smaller, boutique firms and offer incentives to bring them here.

"The reasons manufacturers brought their companies to Placer County are lifestyle and affordability compared to the Bay Area and other places, and also the workforce," said David Snyder, the county's economic development director. "The panelists had an interesting take. They said the county should market the availability and advantages of the local supplier base. Manufacturers buy and sell from other manufacturers, industrial services,

and supply firms. That's an advantage for us. You could shorten the supply chains by bringing in businesses that are selling to manufacturers."

For panelist Tom Cunningham, the forum was a great way to get people with common interests together, "especially on such an important thing as jobs in Placer County. It was good to get together and share best practices, and have a conversation with government officials on things coming down the pike," he said.

Cunningham said he'd like to see the forum repeated a couple of times a year, and he supports bringing back the county's manufacturing association. "People want jobs, and people should be clamoring for that," he said. "That is the number one issue. Placer County has woken up to the value of having manufacturing jobs, and the officials are trying to get this going. I commend them for it."

